

RTTUZ YUW RUTLAAA0710 2641622-UUUU--RUHHFBA RUMTFI RUDOMKA RUDOMLB.

ZNR UUUUU ZYN

R 211555Z SEP 79

FM FBIS WASH DC

TO RUHHFBA/FBIS OKINAWA JA

RUMTFI/FBIS BANGKOK TH

RUDOMKA/FBIS LONDON UK

RUDOMLB/FBIS CAVERSHAM UK

FBWA

BT

UNCLAS LD

456 061 248

FROM

WA039

STAT

STAT

REF OW200958 ON MANILA PNA:

1. CONCUR IN USE OF SOURCELINE: "MANILA PNA IN ENGLISH."
2. PLEASE PROVIDE LOG OF SEVEN DAY SAMPLING OF BOTH CASTS,

FLAGGED "FCS ONLY." 21/1624Z SEP

BT

#0710

NNNN

ops-9-c

NNNNRTTUZYUW RUTLAAA0828 2681517-UUUU--RUHHFBA RUMTFI RUDOMKA RUDOMLB.

ZNR UUUUU ZYN

R 251508Z SEP 79

FM FBIS WASH DC

TO RUHHFBA/FBIS OKINAWA JA

RUMTFI/FBIS BANGKOK TH

RUDOMKA/FBIS LONDON UK

RUDOMLB/FBIS CAVERSHAM UK

FBWA

BT

UNCLAS LD

Ops-9-0

STAT

REF OW826 (ON MANILA PNA)

PREFER THAT YOU USE SOURCELINE: "MANILA PNA IN ENGLISH" AS SUGGESTED IN WA039. ALTHOUGH MEDIUM IS VOICE BROADCAST INSTEAD OF RADIOTELEGRAPHY, THIS STILL IS THE DIRECT OUTPUT OF A PRESS AGENCY.

COVERAGE SCHEDULE WILL SHOW MODE AS "VBC" AND NOTES AS "NEWS DICTATION (VIA MANILA FEBC)" BUT THE LISTING WILL APPEAR AFTER THE ONE FOR PNA ARABIC.

(NOTE THAT THIS USE BY A PRESS AGENCY OF A VOICE TRANSMITTER, ALTHOUGH UNIQUE AT THIS TIME, IS NOT UNPRECEDENTED. BOTH TASS AND NCNA HAD SIMILAR OPERATIONS IN DECADES PAST.) 25/1519Z SEP

BT

#0828

SEP 26 4 21 AM '79

RTTUZYUW RUHMF0222Z 200600ZUUUUH00UTLAAZ.

ZNR UUUUU ZYN

R 200600Z SEP 79

FM FBIS OKINAWA JA

TO RUTCAAD/PBIS WASHDC

RUDDHKA/PBIS LONDON UKI

RUDDHLE/PBIS GAVESHAM UKI

RUMTPS/PBIS BANGKOK TH

FROM

BT

UNCLAS LD

OFS-9-0

JOK

STAT

REF OMROZ, WASHDC ON MANILA PNA

AT THE SAME OF PROLONGING THE DEBATE STILL FEAR THAT USE OF
 MANILA PNA IN ENGLISH WILL BE A DISSERVICE TO CONSUMERS WHO
 WILL NOT KNOW TECHNICAL BACKGROUND AND WILL MOST LIKELY THINK
 THAT MATERIALS HAVE BEEN PRODUCED FROM RTT. WOULD ALSO SUGGEST
 THAT, BECAUSE THE NATURE OF THE DEBATE THIS TIME IS UNIQUE, WE SHOULD
 GIVE AS MUCH INFORMATION AS POSSIBLE TO CONSUMERS SO THEY CAN
 READ MATERIALS IN PROPER CONTEXT. AS CURRENT POLITICAL SITUATION
 IN PHILIPPINES DEVELOPS, WOULD THINK IT IS OF SUBSTANTIVE IMPORTANCE
 FOR ANALYSTS TO KNOW IF MATERIALS PRODUCED UNDER WHATEVER PNA
 SOURCE LINES HAVE BEEN DISSEMINATED OVER RADIO TO THE PEOPLE OF THE
 PHILIPPINES, OR HAVE BEEN DISSEMINATED BY PNA WITHIN THE RELATIVE
 CONSTRAINTS OF THE PRESS AGENCY'S CENSORSHIP. SUGGEST IF WE USE
 MANILA PNA IN ENGLISH THAT CONSIDERATION BE GIVEN TO ADDRESS

AN EXPLANATORY SUBCLIP TO LET CONSUMERS KNOW THE MEDIUM BEING
 EMPLOYED IS ACTUALLY A VIDEO TRANSMISSION. 200600Z SEP

BT

#2222

RUTLAAB.

ZNR UUUUU ZYN

R 281850Z SEP 79

FM FBIS WASH DC

TO RUHHFBA/FBIS OKINAWA JA

RUMTFI/FBIS BANGKOK TH

RUOMKA/FBIS LONDON UK

RUOMLB/FBIS CAVERSHAM UK

FBWA

BT

UCLAS LD

*1) Carl
2) Stan
3) eyes-9-2
cor + gnuigines*

STAT

REF OW830 ON MANILA PNA SOURCELINE:

YOU RAISE AN INTERESTING POINT. OUR FEELING IS THAT WHILE RADIO DISSEMINATION OF THE PNA CAST WILL CERTAINLY PROVIDE BROADER ACCESS THAN RTTY TRANSMISSION, IT IS UNLIKELY THAT IT IS INTENDED FOR THE GENERAL PUBLIC OR THAT MANY LISTENERS WOULD ACTUALLY TUNE IT IN. THE OBVIOUS PURPOSE OF A DICTATION SPEED VOICE BROADCAST IS TO PERMIT A LISTENER TO WRITE THE MATERIAL DOWN, PRESUMABLY TO POST OR CIRCULATE IT SO THAT OTHERS MAY READ IT. THUS, THE OUTPUT OF THE BROADCAST REACHES MOST CONSUMERS THROUGH A SECOND MEDIUM, JUST AS IF IT WERE TRANSMITTED BY RTTY.

WE DO AGREE, HOWEVER, THAT KNOWLEDGEABLE CONSUMERS SHOULD BE MADE AWARE THAT THE PNA SERVICE IS IN FACT DISSEMINATED BY VOICE BROADCAST RATHER THAN RTTY AND THEREFORE IS ACCESSABLE TO A BROADER AUDIENCE. TO THIS END, THE DAILY REPORT WILL CARRY THE FOLLOWING NOTE THE FIRST FEW TIMES IT RUNS PNA ITEMS.

"MANILA PNA IN ENGLISH BROADCASTS DICTATION-SPEED VOICE TRANSMISSIONS RATHER THAN RADIOTELEGRAPHY. THE STATION IDENTIFIES ITSELF AS A BROADCASTING SERVICE OF THE PHILIPPINES NEWS AGENCY USING TRANSMITTERS OF THE FAR EAST BROADCASTING COMPANY (FEBC)."

DR HAS NO OBJECTION TO BUREAU ADDING EXPLANATORY SUBSLUG FOR INITIAL PERIOD OF COVERAGE TO INFORM LATERAL CONSUMERS.

28/1857Z SEP